



JOB DESCRIPTION



INFORMATION

Job Title:	<i>Digital Content Coordinator</i>	EEOC Job Classification	Professionals
		FLSA Classification	Exempt
Department:	Marketing	W/C Classification	8868 – Administration/Faculty
Reports To:	Assistant Director of Marketing	Effective Date	8/17/2020

SUMMARY

Within the University Marketing department, supports and optimizes our organization's digital content programs. Designs, directs, creates and/or edits University-wide digital content materials such as, photos, videos, and other digital content. Assists departments in the development of marketing projects and planning to align with University marketing goals.

ESSENTIAL JOB FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Determines target markets to expand audience base, and conducts market research activities, including selection of appropriate media for distribution of information.
- Produces, sources, edits, and publishes engaging digital content that inspires our audiences.
- Operates and manages photo and video equipment.
- Monitors and evaluates program effectiveness, prepares program proposals, and produces periodic evaluation reports to management.
- Is a brand champion by ensuring consistency in tone of voice and visual appeal in all forms of digital communication.
- Helps manage social media accounts including creating content, posting, and analyzing performance.
- Works closely with departments in the development of specialized marketing projects; ensures marketing projects align with University-wide marketing goals, policies, and guidelines.
- Negotiates with vendors and contractors to coordinate media cost, placement, and scheduling.
- Designs, directs, and oversees the production of digital materials including photo and video, for student focus series, presidential updates, etc.
- Provides video and photo support for promotional University-wide special events such as WOW, outreach and community events, music concerts, athletic events, etc.
- May lead, guide, and train staff/student employees, interns, and/or volunteers performing related work.
- Promotes community awareness of marketing programs.
- Performs other related duties as assigned.

QUALIFICATIONS

- Has a personal relationship with Jesus Christ and a demonstrated commitment to the doctrinal position of TMUS and a continuous exhibition of a desire to minister and serve others in varied capacities.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Superior photo, video, and lighting equipment operation skills.
- Experience with Adobe Creative Suite including, Photoshop, Lightroom and Premiere.

- Ability to develop, direct, manage and evaluate strategic content creation plans, programs, and activities applicable to a University.
- Knowledge of strategic communication concepts, principles, methodology, and techniques.
- Ability to develop, plan, and implement short- and long-range goals.
- Ability to supervise and train assigned staff including organizing, prioritizing, and scheduling work assignments.
- Skill in examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures.
- Ability to foster a cooperative environment and to work in a collegial fashion with peers in other organizational units.
- Exercise confidentiality, good judgment, and discernment.

SUPERVISORY RESPONSIBILITY

- Oversee the direct reports within the Marketing department.
- Assign, plan, and oversee the work of assigned departmental staff.
- Conduct performance evaluations that are timely and constructive.

EDUCATION AND EXPERIENCE

- Bachelor's degree or equivalent experience
- Proficient in Adobe Creative Suite
- Proficient in the use of video, photo, and lighting equipment.
- Must successfully pass a background investigation

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- This position requires the ability to occasionally lift office products and supplies, up to 25 pounds.
- There are extensive travel requirements for this job.

ADDITIONAL INFORMATION

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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